



# CHURCH STREET MARKETPLACE

## Church Street Marketplace District Commission Meeting Minutes Wednesday, October 19, 2022

### **ATTENDANCE:**

Commissioners: Mark Bouchett, Erik Monsen, Becky Holt, Linda Magoon, Chris Haessly, Cara Tobin (zoom), Sarah Beal, Sam Tolstoi, Buddy Singh (9:50 arrival)

Staff: Kara Alnasrawi – Executive Director, Julia Chalmers – Marketing Coordinator, Stephanie Shohet – Administrative Assistant, Jed Sass - CSM coordinator, Samantha McGinnis - Project and Event Manager, Jahna Belz - Marketing Assistant

Members of the public: Colin Hilliard from the BBA, Chris Mason from Champlain Industries

### **APPROVAL OF AGENDA:**

Motion: Chris. Second: Eric. Unanimous approval.

### **APPROVAL OF MINUTES:**

Motion: Chris. Second: Sam. Unanimous approval.

### **PUBLIC FORUM**

No public forum.

### **STREET GRADE CHANGE REQUEST - 80 CHURCH ST. (AT BANK ST.) REQUESTED BY CHAMPLAIN INDUSTRIES**

- Chris Mason from Champlain Industries explains that in order to meet ADA requirements, 220 square feet of pavers need to be moved and put back down so that the grading is as minimal as possible.
- This type of grading has been done at a few other Church Street properties.
- Discussion follows about how long the sidewalk will be closed, and Chris points out that if it is closed completely, the job will be finished quicker, and it should be finished by mid to late November.
- Motion to approve street upgrade request: Becky Holt. Second: Sam Tolstoi. Unanimous approval.

### **MOTION TO AMEND AGENDA**

Motion to amend the agenda and add treasurer's report when Buddy Singh arrives: Becky Holt. Second: Linda Magoon. Unanimous approval.

### **PRESENTATION ON HOLIDAY PLANS – STAFF**

- Samantha shares the holidays on the marketplace presentation.
- Tree lighting ceremony will be on November 25. The Santa parade will start at noon. There will be a performance at 5, and then Make-a-Wish Foundation child will light the tree at 6.

- We are waiting to hear whether or not the Governor will speak.
- Also being planned: swag for Small Business Saturday, Employee Appreciation Week 12/5-12/11, high school caroling event on 12/9, BTV Winter Market, free hot chocolate program, carolers on the street, North Pole Express mailboxes, the kids train, holiday parking program, window decorating contest, and holiday shopping and dining guides.
- Sam tells of the new street decorations: menorah, twinkling tree lights, window decals, garland and bows.
- Julia describes the upcoming holiday marketing, to include print, digital, and radio ads, sandwich boards on the street, counter cards in restaurants, and paid social media.
- Sarah suggests that producing a video would be effective, and Kara says that we will consider options such as Stuck in Vermont or videography students next year.

#### **PRESENTATION ON BRAND DECK – STAFF**

- CSM pitch deck is shared with Commissioner
- Brand opportunities include: banners, stickers, popup activations, and street takeovers.
- Discussion follows about income generating activities, positive street activation, the possibility of a military discount, and sponsors for the holiday season.

#### **TREASURER’S REPORT**

- Buddy explains that we are 30% through the year, and are still under budget.
- We are not seeing holiday sponsorship money yet, but we will.
- The million dollars from Senator Leahy is now in our budget, but it will not be spent on anything but capital improvement.

#### **EXECUTIVE DIRECTOR’S REPORT**

- Kara suggests that all commissioners should be on the mayor's email list to read his public safety reports.
- She tells of the fire truck pull (and counter protest) and UVM parents' weekend.
- Construction on the Marketplace Garage should start in 10 days, resulting in a loss of parking spaces.
- Kara tells of plans for Halloween, including trick or treat store coupons which send traffic to other participating stores.
- Kara tells about the successful opening of the first downtown cannabis retailer, Ceres.
- Linda requests an update on the pod community. Kara explains that most of them have been delivered, and Sarah says that there is a walk through video on WCAX.
- Kara talks about the opening of the new airport and the mall project that is moving forward.
- Discussion follows about the Leahy grant project to improve the Church Street Marketplace, addressing 40 years of deferred maintenance including frost heaves, sinkholes, broken bricks, and tree cells.

#### **CHAIR’S REPORT**

- Chairman Bouchett tells of his meeting with Buddy and city counselors Mark Barlow and Joan Shannon about working together to help improve safety and security.
- Discussion ensues about how we should be supporting the police and how to best get the opinions of business owners heard by city councilors.
- Kara explains that the city will be providing at least \$30,000 worth of security on the Marketplace during the holiday season.

#### **MEETING ADJOURNED**